

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

<u>Contract / Revision</u> 499207 /		<u>Alt Order #</u> 06381942
<u>Product</u> HELLER 4 SENATE ADD		
<u>Contract Dates</u> 10/24/12 - 10/30/12		<u>Estimate #</u>
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 10/17/12 / 10/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/24/12	10/26/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$725.00			
N 2	KVVU	10/29/12	10/30/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$725.00			
N 3	KVVU	10/24/12	10/26/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$700.00			
N 4	KVVU	10/29/12	10/30/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$700.00			
N 5	KVVU	10/24/12	10/26/12	Extra	M-F 7-730p		:30			NM	3	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$625.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	Extra	M-F 7-730p	---WThF----	:30		\$625.00	NM		
			See MG 5.4, 5.5									
	2	KVVU	10/22/12-10/28/12	Extra	M-F 7-730p	---WThF----	:30		\$625.00	NM		
			See MG 5.4, 5.5									
	4	KVVU	10/24/12-10/25/12	Extra	M-Sa 8-10p/Su 7-1	----WTh-----	:30		\$625.00	NM		
	Ⓜ		MG for 5.2, 5.1									
	5	KVVU	10/24/12-10/25/12	Extra	M-Sa 8-10p/Su 7-1	----WTh-----	:30		\$625.00	NM		
	Ⓜ		MG for 5.2, 5.1									
N 6	KVVU	10/29/12	10/30/12	Extra	M-F 7-730p		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$625.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	10/29/12-11/04/12	Extra	M-F 7-730p	MTu-----	:30		\$625.00	NM		
			See MG 6.3									
	3	KVVU	10/29/12-10/29/12	Extra	M-Sa 8-10p/Su 7-1M	-----	:30		\$625.00	NM		
	Ⓜ		MG for 6.2 10/29									
Totals											15	\$10,250.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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25-TV 5 Drive
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<u>Contract / Revision</u>	<u>Alt Order #</u>
499207 /	06381942

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/12 - 10/30/12	HELLER 4 SENATE AD	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Dean Heller For Senate	10/17/12 / 10/17/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	9	\$6,150.00	\$5,227.50
10/29/12 - 10/30/12	6	\$4,100.00	\$3,485.00
Totals	15	\$10,250.00	\$8,712.50

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT17/12 16.26

BUYER NAME	NEIL WILLIAMS
SALES PRSN	PH- TERESA DIFURIA

SALES PRSN PH- TERESA DIFURIA

CLASS: NATL.	LOCAL	REGIONAL
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
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10	10	10
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—(CE)

Journal of Management Education 36(8) 970-987

DATE OCT17/12 16.26

STA:

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5		S	700P-730P	30		\$625.00	10/24	10/26	1		W-F	1
PROGRAM : EXTRA CON COM1 : MAX 1X DAY												
7		A	900P-930P	30		\$625.00	10/24	10/25	2		W-TH	2
PROGRAM : EXTRA ORD COM1 : SPOTS N/A DUE TO BASEBALL. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT24 ON LINE-5 FOR 2 SPOTS/WK THIS IS A MAKE-GOOD FOR OCT29 ON LINE-6 FOR 1 SPOT/WK												
8		A	900P-930P	30		\$625.00	10/29	10/29	1		MON	1
PROGRAM : EXTRA ORD COM1 : SPOTS N/A DUE TO BASEBALL. PRE-BOOKED PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 7-8												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
6	S		700P-730P	30		\$625.00	10/29	10/30	1		M-TU	1
PROGRAM : EXTRA CON COM1: MAX 1X DAY STATION MAKEGOOD OFFERS:												
M1	OK'D	BUY#5	MISSED:W-F/700P-730P				OCT24(2/WK)		30S	\$625.00		(OCT17/12)
		BUY#6	M-TU/700P-730P				OCT29		30S	\$625.00		
			OFFER:W-TH/900P-930P				OCT24(2/WK)		30S	\$625.00		PLS ADVISE.
			& MON/900P-930P				OCT29		30S	\$625.00		
CMT:SPOTS N/A DUE TO BASEBALL. PRE-BOOKED PLS APPROVE.												
OCT/12			\$6,150.00			NOV/12			\$4,100.00			
CONTRACT TOTAL												10250.00
TOTAL SPOTS												15

MARKET TOTALS \$56,944 KVVU 18% KSNV 30% KLAS 27% KTNV 18% KVMY 6% KVCW 1% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

OCT17/12 15.14

700A-900A	30	\$700.00	10/29	10/30	2	M-ENT
4						

REP HEADLINE# 6381942
 *** ORIGINAL REV#0 ***

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 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT17/12 15.14
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5			700P-730P	30		\$625.00	10/24	10/26	3		W-F	3
PROGRAM : EXTRA												
CON COM1: MAX 1X DAY												
6			700P-730P	30		\$625.00	10/29	10/30	2		M-TU	2
PROGRAM : EXTRA												
CON COM1: MAX 1X DAY												
OCT/12			\$6,150.00			NOV/12			\$4,100.00			
CONTRACT TOTAL												10250.00
TOTAL SPOTS												15

MARKET TOTALS \$56,944 KVVU 18% KSNV 30% KLAS 27% KTNV 18% KVMY 6% KVCW 1% CABL 0% KTUD 0%

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